

REMARKS

Claims 1-20 are in this application and are presented for consideration. By this Amendment, Applicant has amended claims 1-10. Applicant has also added new claims 11-20.

Claims 1, 2, 4-6 and 9 have been rejected under 35 U.S.C. 102(b) as being anticipated by Slaney et al. (U.S. 20020062481).

The present invention relates to an apparatus for displaying images on a screen, particularly a television set. The present invention stores user viewing data on a storage means. The user viewing data corresponds to images relating to commercials, advertisements, slogans, information and marks. The user viewing data is transferred from the storage data means to substitute data being shown on the television set when the frequency of the television set is tuned to a frequency of the advertising broadcast sent from the television provider. This advantageously allows advertisers to display their advertisements to a specific demographic, which significantly increases the chances of viewers viewing the advertiser's commercials. This also advantageously allows the viewers to watch commercials that actually interest them so that they obtain a better viewing experience. The prior art as a whole fails to disclose such features or such advertising advantages.

Slaney et al. discloses a method for displaying interactive advertisements on a television. A controller is connected to the television and is configured for receiving input from a viewer of the television. The method of Slaney comprises requesting action by the

viewer of the television, modifying an advertisement based on the action of the viewer, and displaying the modified advertisement on the television. The system of Slaney et al. comprises a controller configured for connection to the television and operable to receive input from a viewer of the television (see paragraph [0010]). The controller has a receiver operable to receive advertisements and a processor operable to request action by the viewer of the television, modify the advertisement based on the action of the viewer, and display the modified advertisement on the television. Furthermore, the system described in Slaney delivers a plurality of ads to a set top box 38. Information about the viewer or environment is used to select one advertisement from a plurality of advertisements delivered to the set top box 38. The system shown in FIG. 6 provides three advertisements for selection for display on a television during a break in television programming 92. Instead of providing a single advertisement which may or may not be of interest to the viewer, the system shown in FIG. 6 provides three different advertisements (or three variants of one advertisement) 94, 96, 98. As such, a broadcast according to Slaney et al. sends more than one advertisement and the system chooses among the ads sent the one which is more interesting for the viewer based on information about the viewer or the viewer's viewing environment.

Slaney et al. fails to teach and fails to suggest the combination of a data processing unit that transfers advertisement and commercial data from a storage means to a television set such that the advertisements and commercials from the storage means replaces the advertisements and commercials being displayed on the television set. At most, Slaney et al. discloses a system that selects advertisements to be shown on a television based on the

viewer's environment and the viewer's preferences. However, the system of Slaney et al. fails to transfer stored commercials and advertisements and the like from a storage means to replace the commercials and advertisements that are being displayed on the television. A fair reading of Slaney et al. discloses a system that displays advertisements based on a viewer's environment by using a camera, temperature sensor, light sensor, user input and other input to determine which advertisement should be shown. In contrast with Slaney et al., signals corresponding to advertisements, commercials, slogans, marks and information are stored in a storage means of the present invention. The signals in the storage means of the present invention are transferred to the television set when the television set is tuned to a particular frequency so that the advertisements corresponding to the signals stored in the storage means replace the advertisements or commercials displayed on the television set. This advantageously allows the stored commercials or advertisements in the storage means to be changed based on the viewing characteristics of the person viewing the television. This is a completely different approach from Slaney et al. Compared with the present invention, Slaney et al. fails to substitute the commercials or ads sent by the broadcast with ads stored in a storage means as claimed. As such, the prior art as a whole takes a different approach and fails to teach or suggest each feature of the claimed combination. Accordingly, Applicant respectfully requests that the Examiner favorably consider claim 1 and all claims that depend thereon.

Claims 3 and 7 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Slaney et al., and further in view of Siann et al. (U.S. 2003/0120541). Although Siann

et al. discloses a method and a device for electronically providing electronic media content and advertising content that includes a media player and electronic media content from an electronic media content provider, the references as a whole fail to suggest the combination of features claimed. Specifically, the references as a whole fail to provide any suggestion or teaching for the combination of a system that substitutes advertisements sent by a broadcast with advertisements or commercials stored in a storage means. As such, the references do not suggest the invention and therefore all claims define over the prior art as a whole.

Claims 8 and 10 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Slaney et al.

Slaney et al. fails to teach and fails to suggest the combination of an apparatus having a disabling button wherein the apparatus substitutes ads stored in a storage means with ads that are displayed on a television set. At no point does Slaney et al. make any mention of a disabling button as featured in claim 8. In fact, Slaney et al. fails to disclose that the system is integrated within a television set as claimed. There must be some teaching or suggestion to direct the person of ordinary skill in the art toward the features claimed. However, Slaney et al. is void of any teaching or suggestion for the combination of features recited in claims 8 and 10. As such, it is Applicant's position that the person of ordinary skill in the art would not be directed toward the features of the present invention based on the teachings of Slaney et al. Accordingly, Applicant respectfully requests that the Examiner favorably consider claims 8 and 10 as now presented.

Applicant has added new claims 11-20. New independent claims 11 and 16 provide

for similar features as found in claim 1, but in different claim language. New dependent claims 12-15 and 17-20 have been added to further clarify the features of the invention. Applicant respectfully requests that the Examiner favorably consider new claims 11-20.

Favorable action on the merits is requested.

Respectfully submitted
for Applicant,



By: _____
John James McGlew
Registration No. 31,903
McGLEW AND TUTTLE, P.C.

- and -



By: _____
Brian M. Duncan
Registration No. 58,505
McGLEW AND TUTTLE, P.C.

JJM:BMD
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Attached: Petition for Three Month Extension of Time

DATED: May 15, 2008
BOX 9227 SCARBOROUGH STATION
SCARBOROUGH, NEW YORK 10510-9227
(914) 941-5600

SHOULD ANY OTHER FEE BE REQUIRED, THE PATENT AND TRADEMARK OFFICE IS HEREBY REQUESTED TO CHARGE SUCH FEE TO OUR DEPOSIT ACCOUNT 13-0410.